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RJR/Nabisco would top ad list

By WILLIAM F. GLOEDE

New York—If Nabisco Brands is betrothed to R.J. Reynolds Industries, Procter & Gamble, long the nation's leading national advertiser, would find itself a distant No. 2 to a $19 billion company spending more than $1 billion a year in advertising and promotion.

P&G, according to Advertising Age estimates for 1983, spent $773.6 million in measured and nonmeasured advertising, while RJR spent $593.5 million and Nabisco spent $367.5 million.

Nabisco, based in Parsippany, N.J., confirmed last week that buyout talks with Winston-Salem, N.C.-based RJR had taken place. RJR reportedly would acquire Nabisco for what analysts estimate would be about $5.25 billion. Both companies declined further comment.

If this megamerger—the largest non-oil-industry merger in U.S. history—goes through, industry sources believe Nabisco Brands' stable of ad agencies would continue business as usual, at least for the near term. However, sources believe RJR eventually would begin looking at Nabisco's agencies, placing special emphasis on whether they fit RJR agency criteria concerning image, the way the shop does business, its international potential and, to some extent, brand assignments that are competitive with RJR products.

"Reynolds does not Reynolds-ize its acquisitions," said one source. "There are no Reynolds agencies licking their chops right now, or at least there shouldn't be."

The source noted it took some six years for Del Monte to switch agencies after it was acquired by RJR and, similarly, Heublein waited 2½ years before it changed shops.

A spokesman for RJR said there is "no written policy" regarding agencies. "Each and every relationship with an ad agency is considered on its own particular merits."

Despite the absence of a written policy, sources say RJR indeed has a policy by which it evaluates its agencies. While its agency roster includes shops that handle products competitive with its own, it is widely believed in the agency business that Reynolds likes shops that avoid conflicts.

There are several direct account conflicts between Nabisco's agency roster and RJR's, and a raft of indirect conflicts that together

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Reagan plan taxes shops' imagination

An Advertising Age roundup

Ad agency executives and industry spokesmen are greeting President Reagan's tax reform proposals as a mixed blessing.

Most seem willing to take their medicine when it comes to reduced write-offs for business entertainment.

Everyone embraces the proposal to slash corporate tax rates. But some are reaching for the distress flares—not the check.

Among aspects of the President's proposals expected to gore the advertising ox: A change in accounting methods that will oblige large agencies, in many cases, to pay taxes on income before it's actually received, and the elimination of state and local tax deductions, expected to make it more difficult for agencies to attract and keep talent in high-tax areas such as New York and California.

The biggest boon for agencies, according to an Advertising Age survey of industry leaders across the nation, is the proposed reduction in the corporate tax rate from 46% to 33%.

Not only would this ease the anguish in agency accounting departments, it could free up money for new-product development and marketing on the part of noncapital-intensive clients like Procter & Gamble or Colgate-Palmolive that also will benefit from a reduced corporate tax rate.

New products mean more advertising, a plus for agencies. And if industry in general has more "discretionary" funds because of a corporate tax break, that, too, could translate to larger ad budgets.

"Basically, I think most ad agencies look on the tax proposals as pretty favorable," said Don Ambuhl, senior vp at the American Assn. of Advertising Agencies. Proposed restrictions on deductions for business entertainment and travel expenses will be "a little bothersome to agencies, but that's secondary com-

(Continued on Page 102)

Bergin in line for own shop?

By JOHN J. O'CONNOR

New York—McCann-Erickson USA president John Bergin and Philip H. Geier Jr., chairman of parent Interpublic Group of Cos., have been talking about establishing a separate agency bearing Mr. Bergin's name.

Mr. Bergin, the key creative person on McCann's Coca-Cola account, insisted last week the dialog still is in the "truly nebulous stage" and "may not happen." He added that while he has been "hankering" for such an arrangement for some time, circumstances simply have made it "impossible" to make any headway.

Mr. Bergin, also vice-chairman, McCann-Erickson Worldwide, said he and Mr. Geier initially have envisioned "a SWAT team concept, or tactical creative group."

Owing to the preliminary nature of the discussions, Mr. Bergin said he hadn't the "vaguest idea" about what accounts or creative people might be reassigned to such a unit.#

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Last Minute News

D'Arcy may now have eye on N.Y. agency

Bloomfield Hills, Mich.—D'Arcy MacManus Masius Worldwide's management has decided to buy out a "major, strong, New York-based agency" within the next 30 days, sources say. Meanwhile, a D'Arcy spokesman denied a published report in London that a merger would be announced within the next two weeks, as well as reports that Saatchi & Saatchi very recently has approached D'Arcy about a buyout.

Chiat's Hayden heading for Tracy-Locke office

Los Angeles—Chiat/Day vp-associate creative director Steve Hayden will leave the agency to join Tracy-Locke when it opens an office here Aug. 1 (AA, April 1), reliable sources say. Mr. Hayden refused comment.

Dentsu nominates new president today

Tokyo—Dentsu's board today will nominate Gohei Kogure as the agency's next president. He will succeed Hideharu Tamaru, who is expected to retire. Mr. Kogure, one of four senior managing directors at the agency, had been considered a "dark horse" (AA, April 22).

BK musters Mr. T, others to tout Whopper

Miami—Burger King Corp.'s network tv blitz for its beefed-up Whopper sandwich (AA, May 13) will feature a cast of celebrities including Mr. T, actress Loretta Swit, Los Angeles Raiders football star Lyle Alzado and "Webster" star Emmanuel Lewis. J. Walter Thompson USA, New York, handles.

Apple's shakeup jostles founder Jobs

Cupertino, Cal.—Apple Computer, continuing its management shakeup (AA, May 27), on May 31 stripped founder Steven Jobs of his day-to-day

(Continued on Page 8)

Group fights for old Coke

By PAUL EDWARDS and LISA PHILLIPS

If you think the old Coke was it, you're in agreement with Frank Olson, a Seattle promoter who has founded Public Response Corp. in an effort to force Coca-Cola Co. to bring back the original formula. PRC last week established a 900 telephone number message to take its case nationwide.

The 2½-minute recorded message produced by Studio Five, Seattle, tells callers in part, "We think the old Coca-Cola is the best Coca-Cola. For the last 99 years, Coke had the taste, well, of Coke. There was nothing like an ice-cold Coca-Cola. The old Coke. That was

(Continued on Page 104)

Net news prices log in under 10%

By VERNE GAY

NEW YORK—Network tv news started selling last week in the upfront market for next season with prices rising 8% to 9%, about half the increases clocked last season.

The networks also are expected to finish pricing daytime inventory this week and, agency sources said, increases are expected to be less than 10%. Price increases in daytime last year were between 14% and 15%.

The pricing action in news and daytime is being seen as an indicator that prime time upfront sales (which could begin as early as next week) will also garner the smallest percentage increases in several years. Last season, the prime time upfront market was a $2.4 billion bonanza for the networks, with cost-per-thousand rates climbing about 9%. In recent years, prime time rate increases have trailed other dayparts, especially news and daytime.

Also, sources suggested that because the total prime time market is expected to grow by only $150 million—or possibly less—this year, price increases will continue to be moderate. The networks, however, expect the market to grow by as much as $240 million.

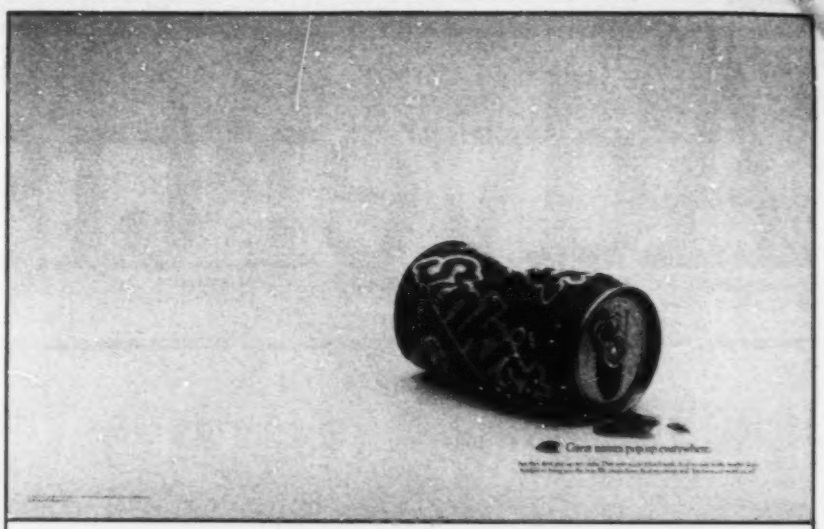
An expected slowdown in the economy also could dampen the market.

Sources said Paul Schulman, president of the Gardner Advertising subsidiary Paul Schulman Co., New York, will begin placing prime time upfront orders for clients this week. Along with Leo Burnett USA, Chicago, Mr. Schulman is usually the first to make upfront buys in prime time.

A key factor guiding the current moderation continues to be the total audience share loss across all network dayparts except early-morning news. Also, there appears to be a growing resolve by most advertisers to keep upfront increases below 10% this year. "I didn't get a 10% raise in my salary this year," complained one package-goods advertiser. "Why should the networks get one?"

Advertisers, however, have expressed the same resolve to hold down network pricing every year. The nets, for their part, have routinely said pricing has never been tied to inflation and certainly has nothing to do

(Continued on Page 106)



Gone but not forgotten

Sunkist Growers is promoting products bearing its name—soft drinks, fruit rolls, fruit gems, vitamins and fruit juice—in a first-ever umbrella ad campaign. In July, Sherman Oaks, Cal.-based Sunkist will begin the campaign with an ad that highlights Sunkist soft drinks. The ad shows the last few drops of the orange drink trickling out of a crushed can—in a two-page spread exclusively in *Life* magazine. Foote, Cone & Belding, Los Angeles, is Sunkist's agency.

Highlights

Edward Pfister's resignation as president of the Corporation for Public Broadcasting last month opens the door for creation of a new public broadcasting hierarchy that would accept advertising outright on public tv and radio. *See Page 10.*

State restrictions on the right to advertise truthfully continue to collapse as they reach the U.S. Supreme Court. *See Page 12.*

CORPORATE CLOSEUP

Far from the glamor of national media buys and multi-million-dollar ad budgets, Perry

Drug Stores Inc. has become an unusual but highly profitable combination of 180 drugstores, 163 discount auto-parts stores and three healthcare companies. *See Page 4.*

FORUM

J.C. Louis laments the loss of Coca-Cola's 7-X. *See Page 20.*

Bruce Silverglade of the Center for Science in the Public Interest says Federal Trade Commission oversight is in advertising's best interest. *See Page 20.*

INTERNATIONAL

Industrial and high-technology products such as computer hardware, airlines and photographic equipment are more appropriate for global marketing than confections, clothing, food and toiletries, according to a survey commissioned by Peterson Blyth Cato Associates, New York. *See Page 56.*

In France, a nation that redefines sophistication almost every day, advertising has been loosened from its crass, commercial roots and officially elevated to the rarified realm of the arts. *See Page 58.*

Shocked executives at GRC International, a new pan-European agency network, learned early this month they had lost the $25 million-to-$30 million Federal Express Corp. European account by reading it in a trade magazine. And they still are shocked that the account—gained earlier this year—was lost to McCann-Erickson. *See Page 58.*

VIDEOTECH

Discovery Channel, a new advertiser-supported cable tv network, plans to kick off on June 17 with programing covering science, technology and history from Canada, England, France and Australia. *See Page 60.*

CATEGORY REVIEW

Much as Johnson & Johnson's Tylenol nonaspirin analgesic swept aside aspirin in the 1970s, Burroughs Wellcome has rushed to lead the $750 million cold-remedy category. *See Page 65.*

DIRECT MARKETING

Bert O'Malley, vp of Honeybee catalog house, thought a package insert distributed by direct mailers would be an effective way to market USA for Africa merchandise and raise money for famine relief. *See Page 80.*

COMING THURSDAY

SPECIAL REPORT

Licensing is gaining prominence as a marketing tool, but the sailing isn't smooth for everyone. A shakeout is expected in the crowded arenas of toys, children's items, designers and entertainment, but corporate licensing still is expanding, observers say.

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P&G adds Zest to JC&M roster

By STEWART ALTER and JULIE FRANZ

Procter & Gamble, true to its reputation for secrecy, had Jordan, Case & McGrath pitch for some of its business without knowing for which brand—or even which P&G division—was involved.

Just before New York-based JC&M learned it had joined the stable of P&G agencies, the agency discovered it was being considered for Zest deodorant soap. The account, estimated to be worth between $9 million and $11 million, had been at Benton & Bowles, New York.

Losing the Zest account certainly won't break B&B, which still has more than $100 million in P&G business. Cincinnati-based P&G wanted to give JC&M an established brand, a pattern it has followed in the past with new agencies, the company said.

Benton & Bowles remains a major P&G agency handling such leading brands as Bounce, Charmin, Crest, Ivory Snow, Pampers, Scope and others.

For JC&M, which is projecting billings of $200 million for this year, getting into the privileged P&G stable ends a four-year quest. One year after Case & McGrath merged with the shop run by former BBDO president and creative director Jim Jordan, "We felt we were of a caliber and a quality where we could handle Procter &

(Continued on Page 102)

Toy account stays in L.A.

Tyco opts for B&J

By JAMES P. FORKAN

Tyco Industries, a Moorestown, N.J.-based toy marketer, is heading for its fourth agency change in nine years, as Bozell & Jacobs/Pacific is named to replace Scott Lancaster Mills Atha, both Los Angeles.

Billings for the marketer of toy electric trains and auto racing sets were estimated by various sources as within the $6 million-to-$11 million range.

The toy marketer had begun its agency review in March, after having fired Scott Lancaster (AA, March 21). Tyco executives maintained the change was being made because it had "expanded beyond its traditional business and required an agency to handle its new growth," while agency ceo Steve Scott blamed "sharp differences" over creative strategy as the key reason.

Robert Lurie, Tyco's vp-advertising and communications, indicated he had considered "several agencies in New York, the Midwest and Los Angeles," though he named none of the other finalists.

The decisive factor in B&J's selection seemed to have been Cy Schneider, the agency's chairman, who had worked on the Mattel Toys account from 1954 until 1978 while at Ogilvy & Mather and, before that, Carson/Roberts. Mr. Schneider will "personally oversee" the Tyco account, both companies said, with the agency now

(Continued on Page 104)

Ad Age's Dallas bureau moves

Advertising Age's Dallas bureau office has moved to One NorthPark East, Suite 114, 8950 North Central Expressway, Dallas 75231. The bureau's new telephone number is (214) 692-9744. The telecopier number is (214) 696-1936.

Cigar sales decline across board during 1984

By JOHN C. MAXWELL JR.

In 1984, the cigar industry reversed the previous year's unit gain, with all three categories showing declines. The large category fell a slight 2.4%, while smaller cigar sales were down 20% in units. Little cigars (cigarillos) posted a 7.5% unit decline.

Dollar sales, however, improved for two out of three categories, with the greatest increase coming from large cigars, up 2.2%. It should be noted that some of the growth was attributable to price increases.

Swisher this year took the No. 1 position from Consolidated, with 26.3% of the large-cigar market. Consolidated moved into second place with 24.2% of the market, while General Cigar retained its third-place position despite a decline in market share from 18.9% to 17.8%.

In the little-cigar category, Consolidated closed the gap on No. 1 R.J. Reynolds, moving up 12 percentage points. Reynolds lost some share, but managed to retain the lead position, while third-place Lorillard was about flat for the year.

In terms of pricing, there was an increase in the sales of mid and premium-price cigars, now accounting for 55.1% and 37.9%, respectively, of the total market. Cigars priced at 8¢ or less have fallen to 7% of total sales.

As noted above, removals of large cigars posted a decline in units, something that has been occurring for quite some time now.

Total taxable removals of large cigars, which include small cigars or cigarillos, were down 3.9% year-to-year. Total unit sales of large cigars were 3,427 million units versus 3,567 million in 1983. It should be noted, however, that the actual sales decline at the consumer level may not be as heavy as indicated by the government taxable removal numbers. In 1983, a cigar company closed a bonded warehouse, which meant it had to pay taxes on all inventories immediately. This continued until 1984, when the company opened a new bonded warehouse, causing an immediate decline in taxable removals as some of the inventory was put on bond and no longer taxed until actually removed.

The cigar industry hopes to partially stem its decline with a continuation of its national advertising campaign. In the past, the campaign has promoted the cigar as a symbol of success and masculine achievement. Unlike the previous campaign, however, the newer ads will promote cigars as a form of relaxation. The campaign is entitled "Relax, have a cigar." Men traditionally begin smoking cigars when they hit 35 to 45, and as more baby-boomers enter "the cigar years" they are trying cigars for the first time.

This influx of first timers should help cigar sales.

The antitobacco propaganda surrounding smokeless tobacco and cigarets has not really affected this group. Dollar sales should continue to rise, both as a result of pricing and unit sales, despite a decline in units. As we become a generally more affluent society, more and more people are trading up to premium-price cigars, the only growth category in terms of total sales dollars. On the flip side of the coin, cigars, particularly little cigars or cigarillos, also are being perceived by some as an economical alternative to other forms of tobacco. In 1984, the average price of a cigar was 20¢.

Many in the industry believe the decline in cigars has bottomed out, and should stabilize over the next few years. The 1985 outlook is for the industry to be flat to down slightly.#

Mr. Maxwell is with Furmann Selz Mager Dietz & Birney Inc., New York.

Cigar market shares

Although unit sales declined for all three categories of the $705 million cigar market last year, dollar sales improved for large and small cigars. Swisher captured the large-cigar segment with a 26.3% share, while Consolidated closed the gap on R.J. Reynolds in the little-cigar category. The industry hopes to light up sales with a new ad campaign pitching cigars as a form of relaxation. Large and small cigars are combined in this table for industry reporting purposes. *Source: John C. Maxwell.*

Brand	1982 Units	1982 %	1983 Units	1983 %	1984 Units	1984 %
Large and small cigars						
John H. Swisher & Sons						
King Edward	750	20.7	750	21.2	740	21.6
Others	122	3.4	150	4.2	160	4.7
Total	872	24.0	900	25.4	900	26.3
Consolidated Cigar						
Muriel	316	8.7	300	8.5	288	8.4
Dutch Masters	290	8.0	280	7.9	256	7.5
El Producto	181	5.0	175	4.9	158	4.6
Backwoods	80	2.2	43	1.4	41	1.2
Others	94	2.6	95	2.7	86	2.5
Total	961	26.5	893	25.4	829	24.2
General Cigar						
White Owl	195	5.4	195	5.5	176	5.1
Robert Burns	143	3.9	135	3.8	119	3.5
Tijuana Smalls	70	1.9	65	1.9	58	1.7
William Penn	138	3.8	125	3.5	101	2.9
Garcia y Vega*	102	2.8	100	2.8	110	3.2
Others	40	1.1	50	1.4	47	1.4
Total	688	19.0	670	18.9	611	17.8
American Cigar						
Roi-Tan	75	2.1	64	1.8	50	1.5
Antonio y Cleopatra	167	4.6	164	4.6	148	4.3
La Corona	18	0.5	25	0.7	35	1.0
Casa Silva	—	—	—	—	11	0.3
Others	2	0.1	2	0.1	1	—
Total	262	7.2	255	7.2	245	7.1
Havatampa						
Havatampa	165	4.5	176	5.0	186	5.4
Phillies**	182	5.0	174	4.9	166	4.7
Total	347	9.6	350	9.9	352	10.3
Lorillard						
Erik Filter Natural	69	1.9	67	1.9	62	1.8
Erik Filter Menthol	33	0.9	32	0.9	30	0.9
Erik Filter Cherry	19	0.5	19	0.5	18	0.5
Total	121	3.3	118	3.3	110	3.2
U.S. Tobacco						
House of Windsor	72	2.0	73	2.1	73	2.1
M&N Cigar Mfrs.						
Cuesta-Ray	22	0.6	22	0.6	23	0.7
Rigoletto	33	0.9	35	1.0	36	1.0
Total	55	1.5	57	1.6	59	1.7
Universal Cigar						
Optimo	64	1.8	62	1.8	60	1.8
Corral Wodiska y Co.	32	0.9	33	0.9	34	1.0
Others	155	4.3	156	4.4	154	4.5
Grand total	3,629	100.0	3,567	100.0	3,427	100.0
Little cigars						
Reynolds						
Winchester	686.0	53.9	654.0	48.8	575.0	46.4
Consolidated Cigar						
Dutch Treats	380.0	29.9	515.0	38.4	556.0	44.8
Lorillard						
Omega Natural 85s	14.1	1.1	13.1	1.0	11.3	0.9
Omega Natural 100s	36.5	2.9	35.1	2.6	34.1	2.8
Cherry 100s	5.0	0.4	4.4	0.3	4.0	0.3
Menthol 100s	3.7	0.3	3.4	0.3	3.1	0.2
Total Omega	59.3	4.7	56.0	4.2	52.5	4.2
Between the Acts (90mm)	40.5	3.2	39.9	3.0	37.9	3.0
Madison (80mm)	26.9	2.1	26.1	1.9	24.4	2.0
Total	126.7	10.0	122.0	9.1	114.8	9.2
American Cigar						
Roi-Tan (85mm, 100mm-F)	12.0	0.9	10.0	0.7	7.0	0.6
Antonio y Cleopatra (100mm-F)	16.0	1.3	18.0	1.3	10.0	0.8
Total	28.0	2.2	28.0	2.1	17.0	1.4
Change in Inventory	51.3	4.0	22.0	1.6	(22.8)	(1.8)
Grand total	1,272	100.0	1,341	100.0	1,240	100.0

*Garcia y Vega was sold to General Cigar on March 15, 1982.
**Phillies was sold to Havatampa June 1, 1982. Units are for full year.

New theme from s&l's: Trust us

By JANET MEYERS

WASHINGTON—The financial panic that infected Ohio and Maryland savings institutions is spawning a revision by financial institutions in their advertising. The thrust is switching from traditional services to reassuring customers.

With tv news cameras panning across long lines of irate customers demanding to withdraw their nest eggs, savings & loans are trying to win back the public's shaken confidence.

"Confidence" is the new buzzword at the Foundation for Savings Institutions, the trade association representing federally insured s&ls. FSI next month will start a tv blitz emphasizing federal deposit insurance (AA, May 23).

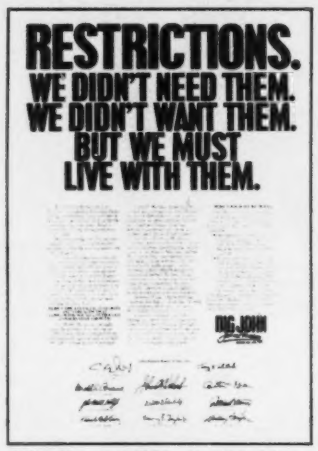
The association, which represents 2,000 s&ls, is buying $2 million of network news time over 60 days, starting June 2, to offset the imagery damage inflicted by the failures of three privately insured institutions and the continuing shaky status of others undergoing financial reorganization.

FSI's tv ads zero in on the U.S. Capitol as a symbol of permanence and federal solidity. The Federal Savings & Loan Insurance Corp. logo, which resembles a building cornerstone, also appears prominently, especially in FSI's page ads for *USA Today* (AA, May 27).

"I wish we could put a stamp on it—'new and improved,'" FSI president Mike Stevenson said of the FSLIC logo.

FSI's 30-second tv spot underlines U.S.-insured security, saying FSLIC "has the full faith and credit of the United States government standing behind it. Your money is safe. Not only because it's insured but because of who insures it." Backer & Spielvogel, New York, handles the campaign.

Banks and s&ls here and in Maryland are using their own tactics for stressing their strength and federal protection.



John Hanson S&L, the third-largest privately insured s&l in Maryland, produced an ad resembling the Declaration of Independence soon after the crisis in that state. Weitzman Dym, Greenbelt, Md., handles.

Soon after Maryland imposed a $1,000-a-month withdrawal limit at privately insured s&ls, Beltsville-based John Hanson Savings & Loan, the third-largest privately insured s&l in the state, ran a page ad signed by its board.

The ad was designed to resemble the Declaration of Independence and was headlined "Restrictions. We didn't need them. . .but we must live with them."

Future ads for John Hanson will stress that "we've been strong all along," said advertising director Stuart Clode.

If Hanson gets federal approval to be covered by FSLIC, its new campaign will emphasize an "additional layer of security is afforded by the federal insurance" and customers "can rely on our stability," Mr. Clode said.

Weitzman Dym, Greenbelt, Md., handles Hanson's advertising.

In the District of Columbia, Washington Federal Savings & Loan's ads show a "security blanket" made from the FSLIC logo.

Other s&ls and banks are featuring the word "federal" prominently in their advertising, emphasizing the U.S. government backing of all deposits and securities up to $100,000.

Washington Federal foresaw problems with "over-all image" last year, said Thomas Riley, senior vp and corporate secretary. Initially, it dropped the words "savings & loan" from its letterhead and advertising, replacing them with the slogan "Banking with confidence."

The s&l handles its advertising in-house.

It was the problems in Maryland that moved FSI into a new direction in its advertising, turning away from promoting "products," such as Individual Retirement Accounts, and embracing a confidence theme.

Mr. Stevenson said he had hoped in March that "Ohio might be just a fluke," but events proved him wrong. After two s&ls insured by the privately owned Maryland Savings Share Insurance Corp. went into conservatorship in early May, Mr. Stevenson realized something had to be done quickly.

"Let's face it, our customer base is not the most sophisticated investor," he said. "In monitoring the situation, our research showed panic was on the horizon."

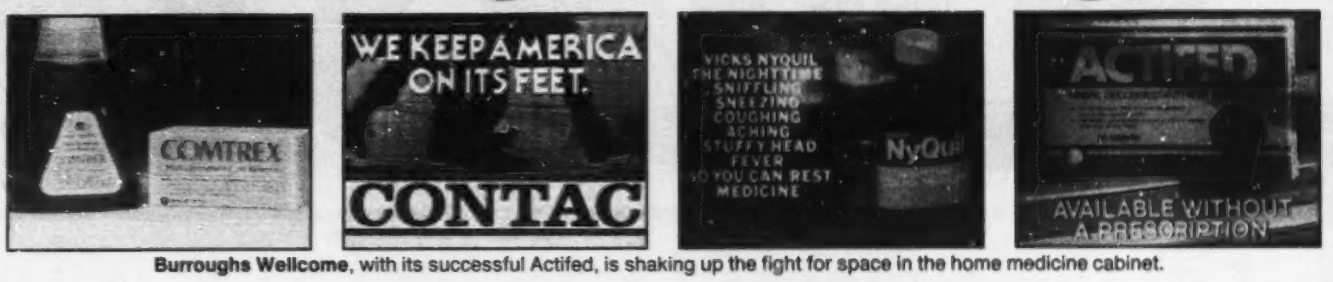
The American Banking Assn., however, plans no special advertising, noting that its research says consumers are confident if financial institutions have FSLIC or FDIC (Federal Deposit Insurance Corp.) emblems on the door.

Most Maryland s&ls have applied for federal backing. Privately insured s&ls in other states—Massachusetts, North Carolina and Oklahoma—also are seeking federal insurance and plan to focus on that new affiliation in advertising.

"We'll get ad campaigns about federal insurance to the point of boring people to death," said Kevin O'Keefe, president of Gilbert Sandler & Associates, Baltimore, which handled advertising for the now defunct MSSIC.#

CATEGORY REVIEW: COLD REMEDIES

Ill wind blows drug marketers good



Burroughs Wellcome, with its successful Actifed, is shaking up the fight for space in the home medicine cabinet.

By NANCY GIGES

Much as Johnson & Johnson's Tylenol nonaspirin analgesic swept aside old aspirin pain killers in the 1970s, Burroughs Wellcome has rushed to market leadership in the $750 million cold-remedy category.

Long known as a marketer of prescription drugs, Burroughs has dislodged faltering Dristan to capture close to 20% of the market with its brands, Actifed and Sudafed. Just 10 years ago, Dristan alone claimed a 22% share of the cold-remedy market; today, it claims about 7%.

Even more remarkable, Burroughs made its big move into the over-the-counter cold-remedy market during some of the category's leanest years. Starting last year with Actifed and following this year with Sudafed, the Research Triangle Park, N.C.-based company began putting heavy media dollars behind the two brands. This year, the company invested an estimated $12 million each in measured media to promote the cold remedies via Rumrill-Hoyt, New York.

They appear to have hit the market right on the nose.

For some years now, makers of cold remedies have been complaining—with some embarrassment—of a relatively low incidence of colds, flu and other respiratory diseases. This year, when areas all across the country began reporting more such ailments, especially the flu, the same marketers knew they had a chance for good gains despite heavy competition in the category. (Based upon laboratory diagnoses, the incidence of flu during the past cold and flu season was about 2½ times what it was in 1982, according to the federal government's Centers for Disease Control, Atlanta.)

Unit sales of cold remedies rose about 8% over-all, compared with a normal 1% to 2%. The January/-February period was unusually strong, with 10% gains. Marketers also were pleased that the kinds of illness going around produced a variety of symptoms and encouraged consumers to purchase multisymptom products.

In the cold-remedy category, where the biggest brands usually hold less than a 15% market share, a greater incidence of illness alone does not guarantee success. Every year, several new entries and line extensions join this category as well as the separate $300 million cough segment.

In this regard, the winter of 1984-85 has been good not only for newcomers to the over-the-counter category, such as Actifed and Sudafed, but also for some brands banking on rejuvenation—such as SmithKline Beckman's Contac. Bristol-Myers, New York, and Schering-Plough, Kenilworth, N.J., also said they were pleased with the performances of their cold-remedy products this season.

"We are very satisfied with our growth and with our new ad campaign," said Victor Galef, vp-marketing, SmithKline Beckman, Philadelphia. "We experienced period-to-period growth of significance that we haven't seen for some time."

In addition to shifting to a more upbeat ad campaign for Contac, SmithKline introduced another cold remedy, called Congestac. Although not expected to grow into a major brand, Mr. Galef said it obtained a respectable share. The Contac campaign by BBDO, New York, features singing and dancing, essentially depicting "wellness" instead of illness.

Actifed, which soared to compete among the category leaders a year ago when the company began advertising the former prescription-only product, continued to perform well. The brand is tied with Richardson-Vicks' NyQuil and Contac to lead the category, each with about a 10% market share. (NyQuil is the only liquid among the cold-remedy leaders.)

Just behind the leaders, at 9%, is Burroughs' Sudafed, which made its move when the company increased its marketing investment in the product this year.

Burroughs continued to use former astronaut Wally Schirra in advertising for Actifed. The astronaut explains in tv commercials that "in zero gravities, sinuses don't drain and noses don't run, so cold tablets really have to work." He says Actifed worked for him. "No wonder it was the cold tablet specified most by doctors for 10 years before becoming available over the counter." For Sudafed, Burroughs simply hammered home the message that it doesn't make you drowsy and "goes to work in just 22 minutes."

While not especially creative, these were new claims to the category, one source noted.

R-V maintained its NyQuil business with new executions of the campaign that shows NyQuil users resting peacefully while those trying other brands toss and turn through the night. Benton & Bowles, New York, handles.

The conversion from prescription to otc sales, which requires Food & Drug Administration approval, is not always as easy as Burroughs makes it appear.

Schering-Plough, which had a string of successful conversions under its belt in other drug categories, moved Drixoral into the otc market in the fall of 1982 with the hope of leading the category. Executives predicted that Drixoral would upset the whole market even without any consumer advertising. Drixoral certainly has attained a respectable market share at 5%, but is not pushing the market leaders now. The brand's share goes as high as 13% in drug outlets but falls dramatically in food outlets, which account for somewhat more than half of total category sales.

Howard Schwartz, senior brand manager, Schering's otc products, said the company is "looking seriously" at consumer advertising to boost the brand's share.

"We are very happy with the results we've achieved," said Mr. Schwartz. "To get that sort of share without any advertising is remarkable. But because of the size of the category and the noise level, we have to take a close look at consumer advertising."

Another struggling brand is Procter & Gamble's Head & Chest, whose 2% share of last year weakened even more this season. A spokesman said the company still is learning about the category. Pharmacraft's effort to enter the category with Cold Factor 12, a liquid 12-hour remedy, also had a dismal showing, and there are reports that the brand will be dropped.

While a 7% market share would be sweet music to most product managers, it's painful to executives at American Home Products, whose Dristan dominated the cold-remedy category during the 1960s and 1970s. Newer entries and upgrading of claims for old ones have cut into this brand's share heavily. While AHP has added the new entries to its comparative advertising in making superiority claims for Dristan, the company has stuck to its story of offering more ingredients than other brands. William Esty Co., New York, handles. AHP declined to comment.

Other brands in the middle of the fray include Miles Laboratories' Alka-Seltzer Plus with a 6.5% share, Bristol-Myers' Comtrex with a 5.5% share and Johnson & Johnson's Co-Tylenol with a 3% market share.

But as consumer interest in self-medication continues, remedies such as Actifed, Sudafed and Drixoral may have a decided advantage. Not only do they build upon their strengths as former prescription-only drugs, they come into the market with positive backing from doctors, pharmacists and health-care professionals. In an already crowded category, that may be the best prescription for success.#

Leading players

Backed by major ad campaigns and prescription-only pedigrees, Actifed and Sudafed have moved to positions of market leadership in the crowded ranks of over-the-counter cold remedies. Marketers report unit sales of cold remedies rose about 8% over-all during the recent flu season, a big increase compared with the normal 1%-2% rise. ***Source: Advertising Age.***

Manufacturer	Brand	Share (%)	Agency
Burroughs Wellcome	Actifed	10	Rumrill-Hoyt
SmithKline Beckman	Contac	10	BBDO
Richardson-Vicks	NyQuil	10	Benton & Bowles
Burroughs Wellcome	Sudafed	9	Rumrill-Hoyt
American Home Products	Dristan	7	William Esty Co.
Miles Laboratories	Alka-Seltzer Plus	6	Wells, Rich, Greene
Bristol-Myers	Comtrex	5	Laurence, Charles & Free
Schering Corp.	Drixoral	5	(no consumer ads)
Johnson & Johnson	Co-Tylenol	3	Saatchi & Saatchi Compton
Procter & Gamble	Head & Chest	2	Leo Burnett USA

NU probes media planning

EVANSTON, ILL.—Northwestern University will sponsor a two-day symposium June 26 and 27 entitled "New Directions in Media Planning."

The conference is open to media planners and other advertising professionals. It is being organized by the advertising department in NU's Medill School of Journalism.

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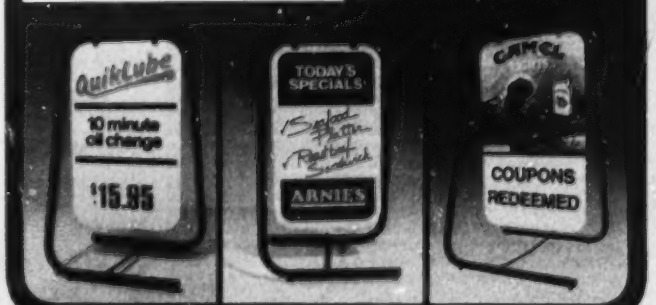

Newspaper Advertising MRCS/SAU Inches March 1985 vs. March 1984

AKRON, OH

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
Beacon Journal (E)	88.297	22.469	100.005	23.356
Beacon Journal (S)	91.527	12.142	64.604	8.918
Grand Total	179.824	34.611	164.609	32.274

NOTE: Part run figures supplied by publisher to Media Records.

ATLANTA, GA

Constitution (M)	179.143	39.311	185.307	43.680
Journal (E)	176.962	39.315	174.473	38.630
Journal & Constitution (S)	159.276	69.697	119.336	50.418
Journal & Constitution (Sat)	47.416	——	42.753	——
Grand Total	562.797	148.323	521.869	132.728

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

News-American (S)	37.929	10.595	26.794	2.798
News-American (E)	36.436	5.245	42.739	5.485
Sun (M)	109.863	3.366	116.552	4.108
Sun (E)	84.874	3.366	94.165	4.107
Sun (S)	166.718	39.348	123.167	23.615
Grand Total	435.820	61.921	403.417	40.113

NOTE: Sun Morning and Sun Evening started publication of a combined Saturday edition effective March 24, 1984. The activity is shown only in the Sun Morning listing.

BERGEN COUNTY, NJ

Record (E)	142.432	19.606	138.139	20.325
Record (S)	168.025	36.480	117.912	17.976
Grand Total	310.457	56.086	256.051	38.301

NOTE: Record Evening published five days a week only.

BOSTON, MA

Herald (M)	45.131	——	42.147	——
Herald (S)	19.912	31.809	23.660	10.733
Globe (M)	130.056	8.959	133.687	10.859
Globe (S)	203.723	25.021	157.788	17.591
Grand Total	398.824	65.789	357.282	39.183

NOTE: Globe changed from All Day publication to Morning publication effective April 2, 1984.

BUFFALO, NY

News (AD)	98.224	21.478	104.856	18.345
News (S)	56.707	38.423	42.959	23.281
Grand Total	154.931	59.901	147.815	41.626

CAMDEN, NJ

Courier-Post (E)	109.966	20.245	113.333	18.535
Courier-Post (S)	63.131	5.771	48.349	——
Grand Total	173.097	26.016	161.682	18.535

CHARLOTTE, NC

News (E)	72.721	——	73.262	——
Observer (M)	119.382	——	110.045	——
Observer (S)	81.784	——	58.614	——
Grand Total	273.887	——	241.921	——

NOTE: News Evening published five days a week only. Part run figures not available.

CHICAGO, IL

Sun-Times (M)	121.274	60.824	140.820	53.125
Sun-Times (S)	72.139	50.077	51.792	36.266
*Tribune (AD)	128.745	220.109	125.251	184.210
*Tribune (S)	132.511	88.049	115.967	96.362

NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 3/4/85 through 3/31/85.

CINCINNATI, OH

Enquirer (M)	151.227	6.539	142.677	12.701
Enquirer (S)	156.200	8.092	105.759	5.010
Post (E)	73.001	33.005	62.448	11.174
Grand Total	380.428	47.636	310.884	28.885

CLEVELAND, OH

Plain Dealer (M)	132.549	23.519	134.238	25.228
Plain Dealer (S)	135.269	6.693	93.407	10.320
Grand Total	267.818	30.212	227.645	35.548

DALLAS, TX

News (M)	3**) 604	13.778	311.413	17.842
News (S)	210.145	11.430	157.954	15.915
Times-Herald (AD)	259.296	16.807	265.843	15.163
Times-Herald (S)	157.565	14.949	120.013	19.740
Grand Total	937.511	56.964	855.223	68.660

DENVER, CO

Rocky Mt. News (M)	294.117	1.456	290.298	——
Rocky Mt. News (S)	106.568	1.219	75.858	——
Post (M)	172.216	11.262	165.011	7.657
Post (S)	137.224	3.770	113.120	556
Grand Total	712.126	17.707	644.287	8.213

DETROIT, MI

Free Press (M)	94.557	33.041	92.015	41.740
Free Press (S)	53.536	33.786	40.293	14.267
News (AD)	131.416	34.311	112.755	76.950
News (S)	106.259	26.860	80.549	14.828
Grand Total	385.768	127.998	325.612	97.785

FORT LAUDERDALE, FL

News & Sun Sentinel (S)	151.244	41.659	128.667	31.623
Sun Sentinel (M)	341.129	66.397	353.814	63.849
Grand Total	492.373	108.056	482.481	95.472

NOTE: 1985 part run and 1984 full run and part run figures supplied by publisher to Media Records. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	63.724	——	68.020	——
Journal Gazette (S)	72.620	——	46.369	——
News Sentinel (E)	74.419	——	76.029	——
Grand Total	210.763	——	190.418	——

NOTE: Part run figures not available.

GREENWICH/STAMFORD, CT

Time (E)	78.348	548	80.475	——
Time (S)	69.198	——	39.934	——
Advocate (E)	101.763	1.667	106.755	——
Advocate (S)	71.122	——	41.973	——
Grand Total	320.431	2.215	269.137	——

HARTFORD, CT

Courant (M)	135.127	24.588	134.909	25.537
Courant (S)	94.112	128.153	73.257	111.982
Grand Total	229.239	152.741	208.166	137.519

HONOLULU, HI

Advertiser (M)	111.127	——	125.614	——
Star-Bulletin (E)	101.455	——	114.845	——
Star-Bulletin & Advertiser (S)	88.235	——	74.072	——
Grand Total	300.817	——	314.531	——

HOUSTON, TX

Chronicle (AD)	291.553	34.325	360.430	36.267
Chronicle (S)	164.432	43.484	130.653	28.413
Post (M)	182.484	36.919	224.837	29.401
Post (S)	88.312	55.488	67.364	23.946
Grand Total	726.781	170.216	783.284	118.027

LONG BEACH, CA

Press Telegram (M)	93.507	——	110.532	——
Press Telegram (S)	66.539	——	44.851	——
Grand Total	160.046	——	155.383	——

LONG ISLAND, NY

Newsday (E)	175.371	46.637	164.256	47.487
Newsday (S)	112.978	85.361	82.309	47.307
Grand Total	288.349	131.998	246.565	94.794

LOS ANGELES, CA

Times (M)	301.321	282.905	310.650	237.002
Times (S)	209.733	100.506	162.496	84.717
Herald-Examiner (M)	57.718	12.903	53.262	15.302
Herald-Examiner (S)	15.372	10.466	13.573	6.585
Grand Total	584.144	406.780	539.981	343.606

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	191.571	25.757	189.519	15.235
News (S)	98.751	10.324	69.823	7.404
Grand Total	290.322	36.081	259.342	22.639

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	203.699	——	182.074	——
Grand Total	203.699	——	182.074	——

NOTE: Figures supplied by publisher to Media Records.

*LOUISVILLE, KY

Courier Journal (M)	98.426	36.932	89.909	44.327
Times (E)	95.086	53.840	89.404	53.749
Courier Journal (S)	72.507	82.964	56.638	59.298
Grand Total	266.019	173.736	235.951	156.874

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	173.986	——	190.992	——
Herald (S)	119.885	——	97.881	——
News (E)	67.103	——	76.927	——
Grand Total	360.974	——	367.800	——

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	102.506	19.561	100.441	25.145
Star & Tribune (S)	159.130	2.404	117.605	641
Star & Tribune (Sat)	30.058	——	28.224	——
Grand Total	291.694	21.965	246.270	25.786

*NASHVILLE, TN

Banner (E)	106.218	——	97.148	——
Tennessean (M)	109.348	——	101.751	——
Tennessean (S)	108.280	——	64.942	——
Grand Total	323.846	——	262.841	——

NOTE: 1985 figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	79.679	——	——	——
Home News (Sun)	79.557	2.209	——	——
Grand Total	159.736	2.209	——	——

NOTE: 1984 figures not available.

NEW YORK, NY

Times (M)	163.297	14.255	164.900	15.961
Times (S)	242.909	110.048	197.889	95.455
News (M)	56.782	106.989	65.328	90.123
News (S)	37.415	92.293	27.985	60.680
Post (AD)	55.886	1.145	58.352	—
Grand Total	558.289	324.730	515.454	262.159

NEWARK, NJ

Star Ledger (M)	189.535	5.531	190.643	5.568
Star Ledger (S)	208.403	31.060	142.674	26.222
Grand Total	397.938	36.591	333.317	31.790

OAKLAND, CA

Tribune (M)	80.710	47.590	92.359	20.253
Tribune (S)	59.542	41.167	45.495	21.595
Grand Total	140.252	88.757	137.854	41.848

ORANGE COUNTY, CA

Register (AD)	293.967	71.981	294.828	49.729
Register (S)	152.796	6.638	109.270	9.943
Grand Total	446.763	78.619	404.098	59.672

PHILADELPHIA, PA

Inquirer (M)	159.600	49.313	160.758	49.945
Inquirer (S)	142.626	54.273	108.285	32.268
News (E)	77.309	8.095	80.253	2.881
Grand Total	379.535	111.681	349.296	85.094

*PHOENIX, AZ

Arizona Republic (M)	282.028	15.953	270.062	16.132
Arizona Republic (S)	189.528	——	175.366	——
Gazette (E)	268.619	18.752	262.015	15.721
Grand Total	740.175	34.705	707.443	31.853

NOTE: Figures supplied by publisher to Media Records.

ROCHESTER, NY

Democrat & Chronicle (M)	85.131	11.314	90.216	9.966
Democrat & Chronicle (S)	82.860	20.232	58.365	12.740
Times Union (E)	68.735	13.521	77.909	9.233
Grand Total	236.726	45.067	226.490	31.939

NOTE: Times Union Evening published five days a week only.

SACRAMENTO, CA

Bee (M)	217.690	11.436	214.922	13.884
Bee (S)	128.530	13.830	87.320	3.138
Grand Total	346.220	25.266	292.242	17.022

*ST. LOUIS, MO

Post Dispatch (M)	94.455	32.362	89.088	30.109
Post Dispatch (S)	144.275	——	97.091	——
Grand Total	238.730	32.362	186.179	30.109

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	91.719	——	79.154	——
Pioneer Press Dispatch (S)	117.749	——	89.080	——
Dispatch (E)	——	——	83.223	——
Grand Total	209.468	——	251.457	——

NOTE: Part run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition. Pioneer Press Dispatch All Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening.

SAN ANTONIO, TX

Express-News (AD)	131.836	11.483	128.129	19.069
Express-News (S)	120.664	14.955	74.109	16.976
Express-News (Sat)	49.409	——	49.752	——
News (E)	——	——	125.752	13.719
Light (AD)	118.516	26.514	112.862	21.357
Light (S)	100.429	25.385	73.064	19.457
Light (Sat)	43.384	——	38.569	——
Grand Total	564.238	78.337	602.237	90.578

NOTE: Express Morning and News Evening combined to one edition. Express News All Day effective September 10, 1984. The Express Morning activity is shown in the Express News All Day listing. Prior to September 10, 1984, Express Morning and News Evening published five days a week only.

Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985.

SAN DIEGO, CA

Union (M)	217.340	20.048	212.168	13.597
Union (S)	150.102	——	110.435	——
Tribune (E)	215.546	25.569	218.147	9.912
Grand Total	582.988	45.617	540.750	23.509

SAN FRANCISCO, CA

Chronicle (M)	127.677	52.986	127.469	49.924
Examiner (E)	124.178	54.614	124.525	49.316
Examiner & Chronicle (S)	88.373	55.284	70.165	31.836
Grand Total	340.228	162.884	322.159	131.076

SAN JOSE, CA

Mercury News (AD)	274.309	26.569	272.792	31.503
Mercury News (S)	181.425	1.260	125.193	——
Grand Total	455.734	27.829	397.985	31.503

SHREVEPORT, LA

Journal (E)	79.247	4.047	77.821	7.121
Times (M)	106.292	12.218	102.005	17.418
Times (S)	79.673	9.703	54.693	6.981
Grand Total	265.212	25.968	234.519	31.530

*STATE COLLEGE, PA

Centre Times (E)	84.607	9.080	68.108	794
Centre Times (S)	35.912	542	22.991	——
Grand Total	120.519	9.622	91.099	794

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	82.198	22.928	81.061	17.006
Herald American (S)	61.149	29.872	44.772	18.641
Post-Standard (M)	74.968	28.163	70.375	21.196
Grand Total	218.315	80.963	196.208	56.843

*TOLEDO, OH

Blade (E)	84.261	——	83.333	——
Blade (S)	96.371	——	71.578	——
Grand Total	180.632	——	154.911	——

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	273.367	41.762	280.180	28.108
Post (S)	183.852	31.238	134.649	35.075
Grand Total	457.219	73.000	414.829	63.183
Alexandria Journal (M)	66.352	——	53.602	59
Prince George's Journal (M)	57.822	1.668	48.139	——
Montgomery Journal (M)	56.175	1.668	48.694	59
Fairfax Journal (M)	68.835	870	56.358	——
Arlington Journal (M)	66.552	518	53.682	59

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.

*WEST PALM BEACH, FL

Post (M)	220.883	45.526	225.881	33.030
Times (E)	182.359	4.523	181.648	812
Post (S)	191.936	20.108	151.128	12.872
Grand Total	595.178	70.157	558.657	46.714

NOTE: Figures supplied by publisher to Media Records. Times Evening published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	77.073	14.044	82.672	18.257
Reporter Dispatch (S)	84.233	21.002	55.134	11.255
Grand Total	161.306	35.046	137.806	29.512

WICHITA, KS

Eagle-Beacon (M)	115.934	——	113.190	——
Eagle-Beacon (S)	84.295	——	65.871	——
Grand Total	200.229	——	179.061	——

NOTE: Part run figures not available.

Source: Media Records

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REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 7.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page